GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

UNSTARRED QUESTION NO:519
ANSWERED ON:06.02.2017
Branded Fuels of Oil Companies
Sahu Shri Chandu Lal

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) whether the oil companies are incurring huge expenditure on advertisements for promoting branded fuels only and if so, the details thereof along with the expenditure incurred thereon during the last three years, OMC-wise;
(b) whether the said companies claimed huge losses in the sale of oil during the said period and if so, the reaction of the Government thereto;
(c) whether the Government has received complaints about petrol pumps in certain parts of the country not keeping stock of normal petrol and encouraging/urging the customers to switch to branded fuels; and
(d) if so, the details thereof and the action taken/being taken by the Government against the erring dealers, State/UT-wise?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI DHARMENDRA PRADHAN)
(a) : Public Sector Oil Marketing Companies (OMCs) namely; Indian Oil Corporation Limited (IOCL), Bharat Petroleum Corporation Limited (BPCL) and Hindustan Petroleum Corporation Limited (HPCL) have reported that they have incurred minimal expenses on advertising of branded fuels for the purpose of customer awareness and availability of the product. OMC-wise detail of expenditure incurred on advertisements for promoting branded fuels during the last three years (2013-14 to 2015-16) is given below :

Name of OMC	Amount (Rs. in lakhs)
IOCL	55.56
BPCL	12.00
HPCL	17.04

(b) : OMCs have reported that they have not incurred any loss on sales of branded fuels.
(c) & (d) : BPCL and HPCL have reported that they have not received any complaint with regard to petrol pumps not keeping normal petrol and encouraging /urging customers to switch to branded fuels. IOCL has reported that complaints received in this regard have been resolved to the satisfaction of customers. Instructions have been issued by OMCs to Retail Outlet dealers not to force customers to purchase branded fuels.
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